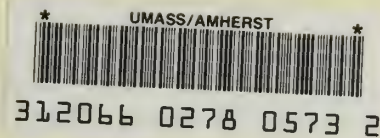


MASS. MA20.2: Br78/2



BROCKTON
SERVICE DELIVERY AREA

Industry and Occupational Analysis

COMMONWEALTH OF MASSACHUSETTS

Division of Employment Security

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Research and Policy Department
June 1984

BROCKTON SDA

I. Introduction

The Brockton Service Delivery Area (SDA) is composed of the following cities and towns; Abington, Avon, Bridgewater, Brockton, Easton, East Bridgewater, Hanson, Stoughton, West Bridgewater and Whitman. The Brockton SDA is composed of the Brockton SMSA except for the town of Halifax; and three towns within the Boston SMSA: Abington, Hanson, and Stoughton. All the cities and towns are within Plymouth County with the exceptions of Avon and Stoughton which are within Norfolk County and Easton which is within Bristol County. The Brockton SDA is bordered on the northwest by the Metro South/West SDA; on the northeast and southeast by the South Coastal SDA; and on the Southwest by the Bristol SDA. In April 1984, the unemployment rate dropped to 5.6 percent, a significant drop from the 7.6 percent rate recorded for April 1983 and a dramatic decrease from April 1982's rate of 8.8 percent. The Brockton SDA's unemployment rate ranks almost midway between the unemployment rates of its northern neighbors, Metro South/West SDA (3.2 percent in April) and South Coastal SDA (4.6 percent) and its contiguous southern SDA, Bristol, with an unemployment rate of 7.3 percent. A year ago April, the unemployment rates of the contiguous SDA's were respectively; 4.2 percent, Metro South/West SDA; 6.1 percent South Coastal SDA; and 9.2 percent, Bristol SDA.

Although the Brockton SDA's unemployment rate in April was 0.6 percent higher than the five percent seasonally unadjusted rate of the State, it was two percent below the national rate of 7.6 percent. During the entire period of January 1982 through April 1984, the Brockton SDA unemployment rate has been higher than the Massachusetts unemployment rate but below the national rate. The Brockton SDA's annual average unemployment rate's for 1981, 1982, and 1983 were a consistent 0.9 percent higher than the Massachusetts rate. However, the difference between the Brockton SDA unemployment rate and the national rate has been increasing. The 1981 annual average national rate was 0.3 percent higher than the Brockton SDA's rate of 7.3 percent. By 1983, the differential between the U.S. rate and the Brockton SDA rose to 1.8 percent, a favorable trend. The following report explores the reasons that the Brockton SDA has been able to bounce back from the recessionary effects of 1982. The report focuses on the industries and the occupations which have exhibited growth between the third quarter of 1982 and the third quarter of 1983.

II. Industry Analysis

A detailed analysis of the Brockton SDA indicated that thirteen industries had favorable employment prospects. Of these, one industry is within construction, two within manufacturing, three within retail trade, one within finance, insurance and real estate, and six within the services. In the third quarter of 1983, the Brockton SDA had a greater share of construction and trade jobs to total employment than the State and a smaller share of manufacturing, finance, insurance, and real estate, and services employment than the State. This is consistent with the 1980 Census which indicated that the percentage share of service workers within the Brockton SDA was less than within the State and the percentage of retail trade workers was

greater than the State. The percentage shares of resident manufacturing workers (25 percent) and resident finance, insurance, and real estate workers (6 percent) was the same for the Brockton SDA and the State.

With the exception of Hospitals, the selected industries had employment growth rates at least fifty percent higher than the average growth rates of private sector employment (5.7%) within the SDA between the third quarter of 1982 and the third quarter of 1983. These growth industries are eating and drinking places, miscellaneous machinery, except electrical, grocery stores, miscellaneous business services, commercial and stock savings banks, general building contractors, women's ready-to-wear retail stores, individual and family services, automotive repair shops, laundry, cleaning, and garment services, miscellaneous manufacturing industries, civic, social and fraternal associations, and hospitals (private and public).

Eating and Drinking Places with over 5,590 jobs grew 9.8 percent between the third quarter of 1982 and the third quarter of 1983. This industry group includes retail establishments selling prepared foods and drinks for consumption. Employment projection's for the 1980's show a 29 percent growth rate for this industry. Changing lifestyles, higher incomes, increasing female labor force participation rates and more leisure time will all contribute to people dining out more. Between 1970 and 1983, the population of the Brockton SDA increased 12.1 percent compared to a statewide increase of 0.8 percent. Between 1970 and 1980, the population in Plymouth County increased 21.6 percent and it is projected to grow by 9.3 percent to 443,155 in 1990. By 1990, the Plymouth County area is projected to have 7.6 percent of the State's population compared to a 1980 share of 7.1 percent. The population growth will have a positive effect on the eating and drinking industry in the Brockton SDA. The principal occupations within the eating and drinking industry are waiters/waitresses, cooks, kitchen helpers, food preparation workers, bartenders and bookkeepers. These occupations are projected to increase over 12 percent in the 80's .

Miscellaneous Machinery Except Electrical are firms primarily engaged in manufacturing carburetors, pistons, piston rings, valves, and other machinery, except electrical. Third quarter employment in 1983 within the Brockton SDA was 1,025 which was a 21 percent increase over one year ago. This industry is comprised of highly skilled occupations such as machinists, tool and die makers, drill press/boring machine operators, lathe machine operators and machine tool operators, both combination and numerically controlled. As more establishments are able to purchase CAD/CAM and robotic equipment, the demand for large numbers of new workers in these trades will be dampened. This industry is projected to increase over twelve percent in the 80's.

Grocery Stores are commonly known as supermarkets, food stores, grocery stores, and delicatessens primarily engaged in retail sale of a variety of food-stuff. Within the Brockton SDA, there were 2,962 jobs in grocery stores during the third quarter of 1983. The 5.9 percent increase in employment over the year was above the average private sector employment growth rate. The dominant occupations within the industry are cashiers, baggers, sales clerks, stock clerks, and production packagers. These jobs provide both full and part-time employment.

Miscellaneous Business Services is a relatively small sector of the Brockton SDA (851 jobs) but is expanding rapidly with over 18 percent growth between the 3rd quarter of 1982 and 1983. The protective services are a rapidly expanding sector of the miscellaneous business service industry and provide employment for guards, secretaries, switchboard operators, and bookkeepers.

Commercial and Stock Savings Banks are primarily engaged in the business of accepting deposits from the public. Employment in the third quarter of 1983 increased by over 90 jobs or fifteen percent from the same quarter in 1982. Projections of an increase of 18 percent in employment during the 1980's in an area with an increasing population should provide additional openings for tellers, secretaries, and computer operators. As the banking industry expands its scope of services and its automation, employees with training in data entry and data processing skills will have an edge.

General Building Contractors are primarily engaged in construction and repair of industrial, commercial, institutional and other nonresidential buildings. In the Brockton SDA, employment increased by over 300 percent between the third quarter of 1982 and the third quarter of 1983. The largest occupation in size is carpenters which accounts for an estimated eighteen percent of the more than 525 jobs in the Brockton SDA. Additional occupations which account for more than two percent of employment include engineering and science technicians, accountants and auditors, cost estimators, secretaries, and cement masons.

Women's-Ready-to-Wear Retail Stores although numbering only 500 in employment, grew by almost twenty-three percent between the third quarters of 1982 and 1983. In the Brockton SDA, almost fifty-three percent of the population age 16 years and older are female. This industry is projected to increase by a little over eight percent in the 1980's. However, the population increase within the Brockton SDA may contribute to increased opportunities for sales clerks, general office clerks, cashiers and stock clerks.

Individual and Family Services are establishments primarily engaged in providing a wide variety of individual and family social, counseling, welfare, or referral services. During the period between the third quarter of 1982 and 1983, employment in the Brockton SDA increased over sixteen percent. This industry provides employment for caseworkers, nurses aides, secretaries and child care workers. During the 80's employment in this industry is projected to increase by over a quarter.

Automotive Repair Shops are primarily engaged in repair of automotive bodies, tire repair, automotive painting, general automotive repair, and specialized repair services such as exhaust systems. Auto body repairers, automotive mechanics, automotive painters, bookkeepers, general office clerks and glass installers account for two-thirds of employment in this industry. During the period between the third quarters of 1982 and 1983, employment increased twelve percent. This industry is projected to increase almost as much as the average for all employment in the '80's



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Laundry, Cleaning, and Garment Services establishments primarily engage in operating mechanical laundries, supplying linens to establishments and households, operating self-service laundries, and dry cleaning. Employment in this industry grew by nine percent in the third quarter of 1983. This industry is projected to remain stable. Occupations within the industry include machine pressers, delivery and route workers, washers/starchers, and dry cleaning machine operators.

Miscellaneous Manufacturing Industries are firms primarily engaged in manufacturing brooms and brushes, linoleum and other hard surface floor coverings, and miscellaneous other fabricated products. Production packagers and assemblers are employed in this industry.

Civic, Social, and Fraternal Associations are establishments engaged in activities such as Boy Scouts, business men's clubs, PTA's, youth associations and other civic associations. Employment in the Brockton SDA in this industry increased eighteen percent between the third quarter of 1982 and 1983. Occupations accounting for the two percent or more of industry employment include bartenders, group recreation workers, community organization workers, cleaning service workers, secretaries, general office clerks, and bookkeepers. Statewide, this industry is projected to remain stable.

The Hospital industry in the Brockton SDA accounts for eight percent of total employment. In the private and public sector, hospital employment accounted for over 5,600 jobs. Although the hospital industry did not meet the five percent growth standard in the private sector, it accounts for almost seven percent of private sector employment and is projected to grow by 30 percent during the 1980's. The slowdown in growth is attributed to Chapter 372, the new health cost containment legislation. It is believed that hospital administrators are assessing the implications of the legislation before making staffing and hiring decisions. Municipal hospital employment has been affected by Proposition 2½ which led to some belt-tightening. The federal hospital within the Brockton SDA showed some growth during the period studied. The 1980 Census indicated that 10,265 individuals or 7.7 percent of the noninstitutional population within the Brockton SDA has a work disability. Statewide, only 7.3 percent of the noninstitutional population 16-64 years had a work disability. The work disabled within the Brockton SDA accounted for 3.8 percent of the work disabled in the State which was two-tenths of a percent higher than the Brockton SDA's share of the state population age 16-64. This identified population combined with the Brockton SDA's higher proportional share of youth under age 10 suggests that there is a need for the services of the professional nurses, nurses aides, licensed practical nurses, cleaning service workers, secretaries, psychiatric aides and kitchen helpers who staff hospitals. Vocational education planners should maintain contact with health care providers in order to assess the ongoing effects of Chapter 372 and local population increases.

III. Occupational Analysis

Fourteen occupations should provide good employment opportunities throughout the 90's. Each of these occupations is projected to grow faster than the 12 percent growth rate for all occupations. In addition, each selected occupation has at least a two percent share of employment in one of the industries identified as having growth potential with the Brockton SDA.

Registered Nurses (RN's) perform a wide variety of health care functions. While programs for registered nurses vary in length from two to five years, the best opportunities will be for those holding bachelor's degrees. Employment of registered nurses is projected to grow by 30 percent as demand will be accentuated by the growing need for specialized nursing skills in emergency and operating room procedures, and to provide services for our rapidly increasing number of elderly people. Despite the recent trends toward cost containment, RN's will still be needed because of the complexity of hospital based medical procedures and equipment, and because of the rapid growth of clinics, emergency centers, and other health care facilities. Nearly two out of every three registered nurses are employed in hospitals.

Cashiers are responsible for handling the money that comes into an enterprise. In supermarkets and large department stores cashiers spend long periods standing at checkout counters processing customer purchases of store items. Employment of cashiers is expected to grow at a slightly above average rate. The widespread use of automated checkout systems such as those in supermarkets may slow growth, but many more jobs will be created as a result of high job turnover. Nearly half of all cashiers are employed in grocery stores with another 20 percent employed among department stores, drug stores, and eating and drinking places.

Secretaries perform a variety of administrative and clerical duties and are found in virtually all business and industrial settings. Some secretaries such as legal and medical secretaries perform highly specialized work. The occupation is expected to generate 20,000 new jobs during the 1980's, 5,000 more than the next highest occupation. While the projected growth rate in Massachusetts is high, the size of the occupation alone should generate many more job opportunities. Technological improvements in office equipment will continue to change the work environment but will not reduce the demand for skilled personnel. Job prospects are excellent for those with typing experience, word processing skills, and organizational abilities.

Bookkeepers ensure that the financial records of a firm are complete, accurate and up-to-date. They work with invoices, ledgers, vouchers, and bank balances and use adding machines and calculators; some also use business or personal computers. Employment of bookkeepers is expected to post an average growth rate, although many additional openings will be created by turnover. The computerization of bookkeeping and accounting procedures and the introduction of programmable calculators and personal computers is changing the nature of the job for a large proportion of these workers.

Licensed Practical Nurses (LPN's) work under the supervision of physicians and registered nurses to help care for the physically or mentally ill. They train in programs which generally last one year and which include both classroom study and clinical practice. Employment of LPN's is projected to grow at over 20 percent as the demand for health care continues to grow rapidly. There will be a need for practical nurses to care for the growing elderly population, to provide additional health care that results from expansion in public and private health insurance plans, and for private duty nursing. Approximately 60 percent of LPN's work in hospitals and 23 percent in nursing and personal care facilities.

Cooks are in charge of food preparation, though their specific duties vary depending upon the size of the establishment. The demand for cooks and chefs will rise as people dine out more often. Areas exhibiting growing population will likewise generate increased opportunities. Persons who have had courses in food preparation will have an advantage in competing for the more lucrative jobs in large restaurants.

Nurse Aides work under the direction of physicians and nurses caring for sick and injured patients. The increasing demand for health care of a longer living population should accentuate long term demand. Approximately half of all nurse's aides work in nursing homes and other long-term care facilities. Another one-third of nurse aide positions occur in hospitals. Employment is expected to grow by nearly 20 percent but many additional positions will become available due to high job turnover.

Psychiatric Aides, also called mental health aides or mental health technicians, assist in the care of patients in psychiatric hospitals, in state facilities, and in community health centers or group homes. Employment of psychiatric aides is expected to grow at a faster than average rate. Those who have received formal training will have an advantage in obtaining or advancing into supervisory positions.

Waiters and Waitresses take customer orders, serve food and beverages, make out checks and take payments. The occupation will generate 11,000 new jobs in Massachusetts during the 80's the third highest. People dining out more and opportunities for part-time work should contribute to rising employment levels. Many more positions will become available because of the high turnover nature of the position.

Bartenders mix and serve both alcoholic and non-alcoholic drinks. They must know how to measure and mix a number of standard drinks, but also know how to tailor drinks to a customer's specifications. Bartenders must be of legal drinking age. Employment of bartenders is expected to show faster than the average growth, with many openings resulting from the occupation's traditionally high turnover. Opportunities will occur in areas experiencing population growth and as spending on food and beverages outside the home continues to increase.

Fast Food Preparation Workers are employed in restaurants where menus are generally limited to a few primary items. Employment in this occupation will grow at a nearly 50 percent rate between 1980 and 1990. These occupations have very high turnover rates and offer many part-time openings. With changing demographics leading to a sharp drop in the number of teenaged youth, job openings could be quite high.

Cleaning Service Workers are responsible for keeping buildings in a clean and orderly condition. The category includes janitors, porters and cleaners. Cleaning service workers are employed in many industries, the most prevalent being, services to buildings, schools, hospitals, and hotels and motels. The demand for maintenance personnel will result in employment growth slightly higher than average. High job turnover and the large size of this occupational group will generate numerous openings each year.

Security Guards protect property at commercial, industrial, and government centers, as well as public buildings such as banks, art galleries, and museums. Employment will grow rapidly through the 80's as concern increases over crime and vandalism. Over half of employment is concentrated within miscellaneous business services, namely protective security agencies. Opportunities will be best for those seeking work on night shifts.

BROCKTON SDA

Growth Industries

Eating and Drinking Places
Miscellaneous Machinery, except Electrical
Grocery Stores
Miscellaneous Business Services
Commercial and Stock Savings Banks
General Building Contractors
Women's Ready-to-Wear Retail Stores
Individual and Family Services
Automotive Repair Shops
Laundry, Cleaning, and Garment Services
Miscellaneous Manufacturing Industries
Civic, Social and Fraternal Associations
Hospitals (Private and Public)*

* Represents 8 percent of total employment in SDA

Growth Occupations

Nurses, Professional
Cashiers
Secretaries
Bookkeepers
Licensed Practical Nurses
Cooks, Short Order
Cooks, Restaurant
Nurses Aides/Orderlies
Psychiatric Aides
Waiters/Waitresses
Bartenders
Food Preparation Workers
Cleaning Service Workers
Security Guards

TABLE #
UNEMPLOYMENT RATES FOR THE
BROCKTON AREA
SERVICE DELIVERY AREA,
MASSACHUSETTS, and UNITED STATES

| PERIOD | SDA | MASSACHUSETTS | UNITED STATES |
|---------------------|------|---------------|---------------|
| 1981 Annual Average | 7.3 | 6.4 | 7.6 |
| 1982 Annual Average | 8.8 | 7.9 | 9.7 |
| 1983 Annual Average | 7.8 | 6.9 | 9.6 |
| <u>1982</u> | | | |
| JANUARY | 8.9 | 8.0 | 9.4 |
| FEBRUARY | 9.3 | 8.3 | 9.6 |
| MARCH | 8.4 | 7.6 | 9.5 |
| APRIL | 8.8 | 8.0 | 9.2 |
| MAY | 10.0 | 8.6 | 9.1 |
| JUNE | 10.6 | 9.0 | 9.8 |
| JULY | 10.7 | 9.6 | 9.8 |
| AUGUST | 8.6 | 7.6 | 9.6 |
| SEPTEMBER | 8.5 | 7.4 | 9.7 |
| OCTOBER | 7.9 | 7.2 | 9.9 |
| NOVEMBER | 7.0 | 6.5 | 10.4 |
| DECEMBER | 7.6 | 7.1 | 10.5 |
| <u>1983</u> | | | |
| JANUARY | 9.4 | 8.7 | 11.4 |
| FEBRUARY | 9.0 | 8.2 | 11.3 |
| MARCH | 8.9 | 8.0 | 10.8 |
| APRIL | 7.6 | 6.7 | 10.0 |
| MAY | 7.6 | 6.5 | 9.8 |
| JUNE | 8.6 | 7.5 | 10.2 |
| JULY | 7.3 | 6.2 | 9.4 |
| AUGUST | 7.2 | 6.0 | 9.2 |
| SEPTEMBER | 8.2 | 7.0 | 8.8 |
| OCTOBER | 7.3 | 6.4 | 8.4 |
| NOVEMBER | 6.2 | 5.6 | 8.1 |
| DECEMBER | 6.3 | 5.8 | 8.0 |
| <u>1984</u> | | | |
| JANUARY | 8.2 | 7.3 | 8.8 |
| FEBRUARY | 7.1 | 6.3 | 8.4 |
| MARCH | 6.4 | 5.8 | 8.1 |
| APRIL | 5.6 | 5.0 | 7.6 |

SOURCE: Local Area Unemployment Statistics Program
Figures not adjusted for seasonality.

